Survey of Attitudes and Purchase Habits of Consumers of Housewares Products

A 1983 Profile of the American Housewares Consumer

Conducted for the National Housewares Manufacturers Association
by B. Angell & Associates, Inc.

NHMA
INTERNATIONAL HOUSEWARES EXPOSITION

Serving the Housewares Industry since 1938
Incorporated not for Profit

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July, 1983

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TO MEMBERS OF THE HOUSEWARES INDUSTRY:

The National Housewares Manufacturers Association is pleased to present its "Survey of Attitudes and Purchase Habits of Consumers of Housewares Products: A 1983 Profile of the American Housewares Consumer."

This third comprehensive consumer study undertaken by the NHMA for the entire housewares industry provides a penetrating measure of today's consumer attitudes toward, and buying habits for, the myriad home-use products made and sold by America's vital housewares business -- that last year totaled more than $20 billion by manufacturers and close to $40 billion at retail.

We hope this current in-depth study, and its comparisons with 1974 and 1979 consumer profiles, will prove of great value to all segments of housewares marketers in the exciting marketplace of 1983 and beyond.

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

Ron Fippinger

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RAF:lc

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Introduction

In 1974, the National Housewares Manufacturers Association commissioned a consumer survey to determine the public's attitudes toward the housewares industry.

The study dealt with the prevailing attitudes toward product quality, value and pricing, as well as consumer shopping habits and preferences.

Given the diversity of products represented by the housewares industry, the research focused on six categories, representing over two-thirds of the industry's sales. These were:

Kitchen Tools and Gadgets
Cook and Bakeware Items
Serving and Buffet Products and Accessories
Bathroom Accessories
Small Electrical Appliances
Outdoor Products and Accessories

The study was repeated in 1979, and again in 1983. In addition, to reflect the changes experienced by our society during the past few years, the 1983 study focused particular attention on "single," as well as "family" households. The "singles" comprise both the "baby boomers" in their thirties and the "empty nesters" in their fifties and sixties. In combination, they represent consumer preferences that in the past have been frequently associated with "family households," as well as their own unique needs.

Purpose of the Research

The primary objective of this research effort was to assess consumers' attitudes toward, and purchase habits of, housewares products. These studies offered a unique opportunity to identify behavior patterns during the past decade, and to evaluate the potential impact of attitudinal trends as our society moves through the decade of the '80s.

More specifically, the objectives were to:

- determine consumers' perceptions of the housewares industry's responsiveness to their needs in comparison to several other consumer product industries;
- evaluate attitudes toward six product categories in terms of the changes over time, and
- integrate the results with secondary data, thereby providing some insight for the future.

Method of the Research

The current study was conducted with a random sample drawn from the Home Testing Institute consumer panel of 125,000 nationally representative households.

The composition of the sample was changed somewhat for this survey to accommodate several shifts in the census:

- the advancement of the "baby-boom generation" into their twenties and thirties;
- the higher average age at time of marriage;
- the increased number of women in the work force, and
- the increased prevalence of divorce.

The combination of these factors has created a larger consumer base of "singles," some of whose wants and needs are different from those typically associated with "families." Therefore, in drawing the sample for this research, additional single households were included to allow for independent analysis of this segment of the population.

In total, 2,400 mail questionnaires were sent out. Approximately 80% of the sample (1,940) responded, and their responses were tabulated and analyzed.

In the 1974 survey, each respondent provided information on three of six product categories. In the subsequent surveys (1979 and 1983), the respondents were asked to address all six categories, resulting in significantly larger sample sizes for each of the respective categories.

The completed questionnaires were edited for response consistency and coded to accommodate computer tabulation of the responses. These computer tabulations provided the basis for the summary presented in this report.

Several segments of the population were cross-tabulated and reviewed in the anaylsis of the data. These included income, age, household size, employment status and market size sub-groups.

The three surveys were designed, implemented and analyzed by B. Angell & Associates, Inc., an independent national marketing research firm, in close cooperation with the National Housewares Manufacturers Association.

Perspective on the Research Findings

When this series of consumer surveys was initiated in 1974, it was presented as the first comprehensive housewares study ever undertaken for the entire industry. The goal was "to determine consumer attitudes toward, and buying habits for, the myriad of products made and sold by America's nearly $17 billion Housewares Industry, at retail."

Today, nine years later, the industry's annual retail sales exceed $40 billion, and the market is more complex than ever. The traditional family household is only one of many target segments, and the "marketplace" is no longer a single, readily identifiable entity. As a result, today's manufacturers, as well as retailers, need to be aware of the market's many segments, and the differing wants and desires that these segments represent. These include today's working women, single co-habitants, affluent young professionals, as well as older "new" mothers. These, and others, represent legitimate segments of consumer needs and marketing opportunities. Given their diversity, many of these groups tend to be more discriminating and demanding than ever, often seeking discernible style, color, quality and differentiation at the point-of-purchase and in the products themselves.

Accordingly, the following report is intended to serve a dual function:

- to offer information to marketers concerning the needs and make-up of their target audience; and, more importantly,
- to serve as a catalyst for new marketing ideas and product development concepts, based on the insights offered in the following pages.

In our opinion, the current study reaffirms consumer satisfaction with the quality and affordability of most housewares products.

Joseph S. Adler
President
B. ANGELL & ASSOCIATES, INC.

July, 1983

Overview of the Findings

Following is an overview of those findings most pertinent to the survey objectives. In addition, other related observations have been noted which may be of interest to the housewares industry, especially in light of some of the attitudinal and behavioral changes that the U.S. market has undergone.

• Since this series of surveys was first implemented, the attitudes of the U.S. consumers toward the Housewares Industry, in terms of responsiveness to their needs relative to five other consumer goods industries, remained essentially the same. The Housewares Industry was positioned third, behind the Food and the Clothing Industries.

The Housewares Industry was rated especially favorably among the younger and more affluent participants in the survey.

The "singles" households were more positive in their ratings of the Housewares Industry than the general population.

• In 1983, the reported relative importance of "price" in the purchase decision has leveled off. The importance of the "color/design" and the available "selection" of housewares increased for most housewares categories.

• Overall, most of the housewares categories were given relatively high product quality ratings. Specifically, Cook and Bakeware Items and Serving and Buffet Products & Accessories were given the highest quality ratings.

• The participants in the 1983 survey indicated that they view most housewares items as "usually inexpensive" or "reasonably priced."

In the current survey, Kitchen Tools & Gadgets were perceived to be the most affordable housewares product category. The greatest decline in the participants' views of the affordability of products was reported for Outdoor Products & Accessories — from 55% who cited them as being "reasonably priced" in 1974, to 40% in the current survey.

• In the past few years, the relative position of the discount store as the prime source of housewares has declined, while department stores may be making something of a comeback.

• As in past years, the 1983 survey confirmed that the purchase of most housewares products is "usually planned in advance," rather than an "impulsive purchase." The only exception to this pattern was reported for Kitchen Tools & Gadgets, which were reported to be purchased impulsively by 39% of the participants.

Although the prevalence of planning housewares purchases has been consistent over time, the incidence of consulting with someone else in the decision process has declined. The decreased frequency of such prior consultation with others was particularly noticeable for Small Electrical Appliances and Outdoor Products & Accessories.

Overview of the Findings (Con't)

• In 1983, more than half of the participants reported that they have purchased Small Electrical Appliances, Cook and Bakeware Items and Serving and Buffet Products & Accessories as gifts. On the other hand, only 13% indicated that they had purchased Outdoor Products & Accessories as gifts.

"Singles" consistently spent from 25% to 50% more for such gifts than the average expenditures reported by the general population.

Some of the shifts in the purchase of housewares as gifts may be due to lifestyle changes seen in the last decade.

• In 1983, the most important source of new product information was the in-store display, across all six housewares categories. In addition, respondents indicated that they rely on television commercials and newspaper advertisements for the more major purchases, like Small Electrical Appliances and Outdoor Products & Accessories.

• Respondents indicated that they try to coordinate their selection of housewares purchases with the colors in their kitchens and bathrooms. Consumer preferences for solid, rather than patterns/decorated colors increased dramatically over the past few years. Pastel colors are preferred over bold colors, especially for Bathroom Accessories and Serving and Buffet Products & Accessories.

Furthermore, about two-thirds of the general population reported that they have a specific decor or theme in their kitchens. The most popular kitchen theme currently is Country, followed by Traditional and Modern.

Among "singles," only 54% indicated that they have a specific kitchen decor. Of these, approximately one-fourth mentioned Country, while another 24% indicated that their kitchen theme is Contemporary.

Although yellow is still the main kitchen color, it should be noted that its mention has declined somewhat. In turn, it appears that white/off white, wood/wood tones/paneling, almond and beige/tan may be the upcoming leading kitchen colors. These patterns were especially noted among upscale "singles" and younger respondents.

In the bathroom, blue remains as the most popular color for the present, and for any redecorating in the foreseeable future.

Section I

Image of the Housewares Industry in Comparison to Five Other Consumer Goods Industries

Unlike their attitudes toward several other industries, consumer perceptions of the Housewares Industry have been stable over time.

The Housewares Industry was ranked third, behind Food and Clothing.

"Singles" were especially satisfied with the responsiveness of the Housewares Industry to their needs.

SECTION 1—Image of the Housewares Industry in Comparison to Five Other Consumer Goods Industries.

The respondents participating in these studies were asked to rank-order the manufacturers of six different consumer goods industries on the basis of their perceived "responsiveness to consumer needs." The six industries were:

- Automobiles
- Clothing
- Food
- Furniture
- Housewares
- Toys

Using a six-point scale, with 6 = "most responsive" and 1 = "least responsive," each industry received an overall rating of its performance in terms of being "responsive to consumer needs."

In the current survey, the Housewares Industry was ranked third. Although the Clothing Industry received a somewhat higher ranking than Housewares, both were far below the Food Industry.

About one-half of the respondents (55%) felt that the Food Industry was the "most responsive." In turn, the Housewares Industry was ranked first by only 8% of the respondents.

The Furniture, Automobile and Toys Industries were perceived to be among the least responsive. In fact, for both Automobiles and Toys, approximately one-third of the respondents (34%-36%) felt that they were the least responsive of the six industries.

	Food	Clothing	Housewares	Furniture	Automobiles	Toys
1st	55	12	8	3	12	10
2nd	20	29	19	11	12	10
3rd	12	20	23	19	14	11
4th	6	16	25	26	11	15
5th	4	14	19	28	17	18
6th	3	9	6	13	34	36
Average Industry Rank*	5.07	3.81	3.52	2.97	2.91	2.72

*6.00—Most responsive to consumer needs
1.00—Least responsive to consumer needs

Younger, more affluent consumers, living in smaller households, expressed more favorable perceptions of the Housewares Industry, suggesting that the industry has been quite effective in meeting their needs and desires. Implicit in this is the suggestion that over the years, the industry has been able to keep up with the trends that have been important to these segments. In general, these younger persons tend to be the ones most likely to adapt new lifestyle ideas, being "trend setters," or at least "influencers."

In addition, since the establishment of a home, and the corresponding purchase of housewares, has tended to occur in the twenties and early thirties, these younger respondents are most likely representative of the core of housewares consumers. In this case, their apparent satisfaction with the Housewares Industry's responsiveness is an especially encouraging statement.

The fact that a greater number of women in our society have postponed marriage represents a further, important consideration. By the time that they are ready to start their families, they tend to be more stable and firmer in their expectations for style, as well as quality. In this context, it is worth noting that the "singles" were somewhat more positive in their perceptions of the responsiveness of the Housewares Industry than those cited by the general population. In turn, it is worth noting that these "singles" were significantly less favorable than the general population in their assessment of the Food Industry.

	Average Industry Rank*	
	1983	
	GEN. POP.	SINGLES
Food	5.07	4.78
Clothing	3.81	3.98
Housewares	3.52	3.65
Furniture	2.97	2.96
Automobiles	2.91	3.00
Toys	2.72	2.62

*6.00 = Most responsive to consumer needs
1.00 = Least responsive to consumer needs

Over the past few years, consumers' perceptions of the Housewares Industry's responsiveness have not varied greatly. In addition, both Food and Clothing have generated stable ratings since 1974. On the other hand, the Automobile and Furniture Industries have dropped off sharply in their perceived responsiveness, primarily since 1979. The only industry whose image improved among consumers was Toys.

	Average Industry Rank*		
	1983	1979	1974
Food	5.07	4.79	4.96
Clothing	3.81	3.72	3.84
Housewares	3.52	3.51	3.42
Furniture	2.97	3.24	3.20
Automobiles	2.91	3.29	3.39
Toys	2.72	2.45	2.19

*6.00 = Most responsive to consumer needs
1.00 = Least responsive to consumer needs

Section II

The Relative Importance of Six Factors on the Purchase of Six Categories of Housewares Products

- **The relative importance of "Price" has leveled off.**
- **"Color/Design" and "Selection" have increased in importance.**
- **Consumers expect more styling, colors and selection, and are willing to pay for them.**

SECTION II—The Relative Importance of Six Factors on the Purchase of Six Categories of Housewares Products

Over the past nine years, the participants in all three surveys were questioned as to their view of the relative impact of six factors on the purchase decision for each of the six designated product categories. The factors were:

Brand Name	Price	Sizes
Color/Design	Selection	Warranty

As in past years, "price" was ranked as the most important factor in virtually every instance. However, a few exceptions should be noted.

- The selection of "price" as the most important purchase-influencing factor remained the same or declined in every one of the six designated product categories since 197[illegible]

- For Ba[illegible]oom Accessories, "color/design" was selected as most important more often thar[illegible]price."

- For virtually every product category, the selection of "brand" as an important factor declined since 1979.

- The role of "color/design" as a particularly important factor has increased, especially since 1979

- The perceived importance of the available "selection" and "sizes" increased, especially for Cook and Bakeware Items and Serving and Buffet Products & Accessories. In addition, available selection was especially important for Small Electrical Appliances.

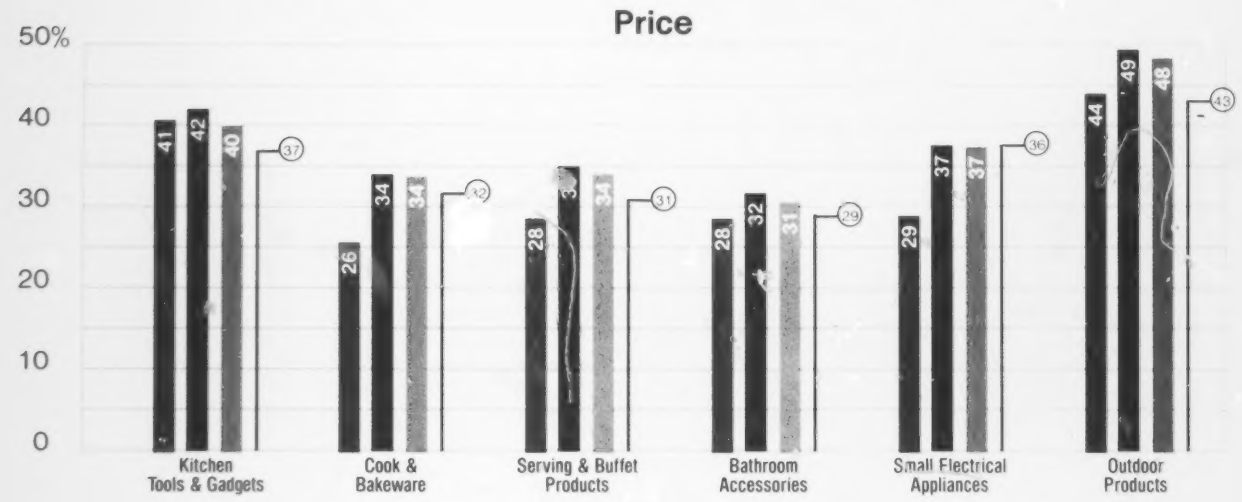
- The products' warranty provisions did not appear to be particularly important.

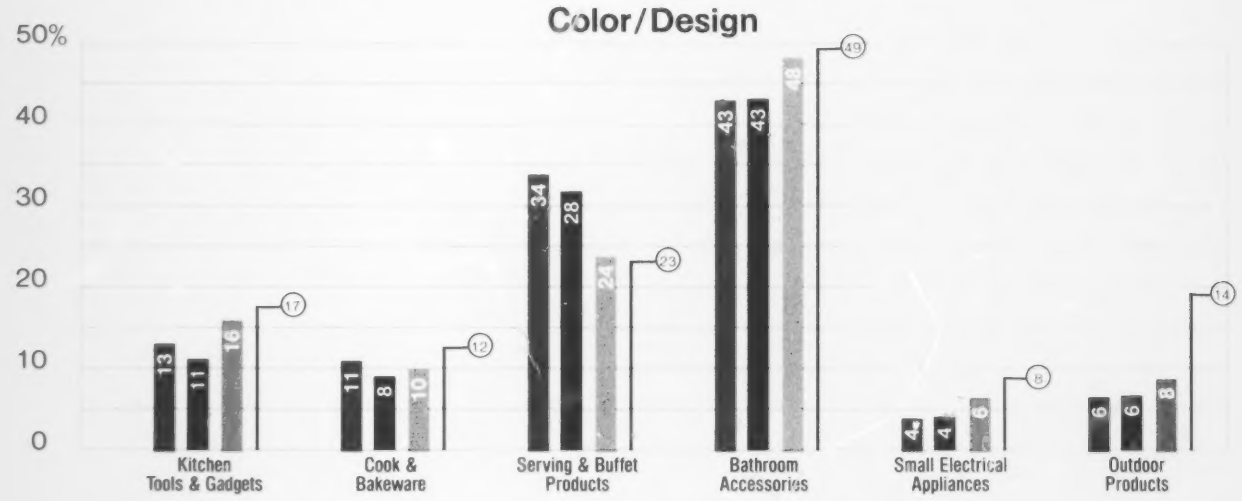
Implicit in the above is the suggestion that after having dealt with inflation and escalating prices during the late '70s, high prices have become an expected, and to some extent, accepted phenomenon. In return, however, the American consumers have reached a point where they expect more styling, colors and selection for the higher prices.

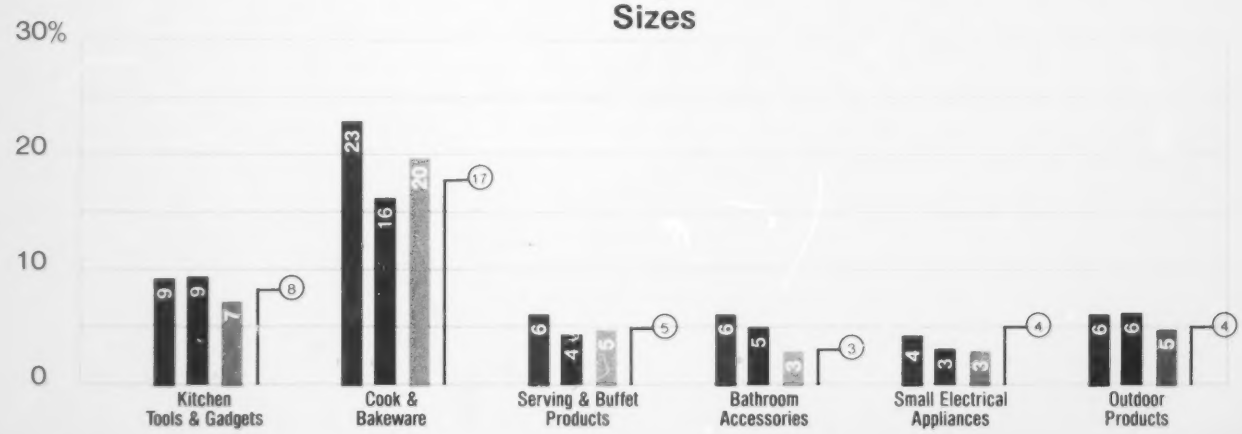
On the other hand, the relative importance of "price" was ranked somewhat lower by the "singles" than by the general population for every one of the six product categories. This supports the premise that "singles" are not nearly as pre-occuppied with "price" when purchasing housewares.

Furthermore, the "singles" indicated that "brand" and "color/design" were at least as important to them as they were to the general population. In fact, for Serving and Buffet Products & Accessories and Kitchen Tools & Gadgets, "brand" was especially important to "singles." Similarly, "singles" ranked "color/design" significantly higher than the general population for Outdoor Products & Accessories.

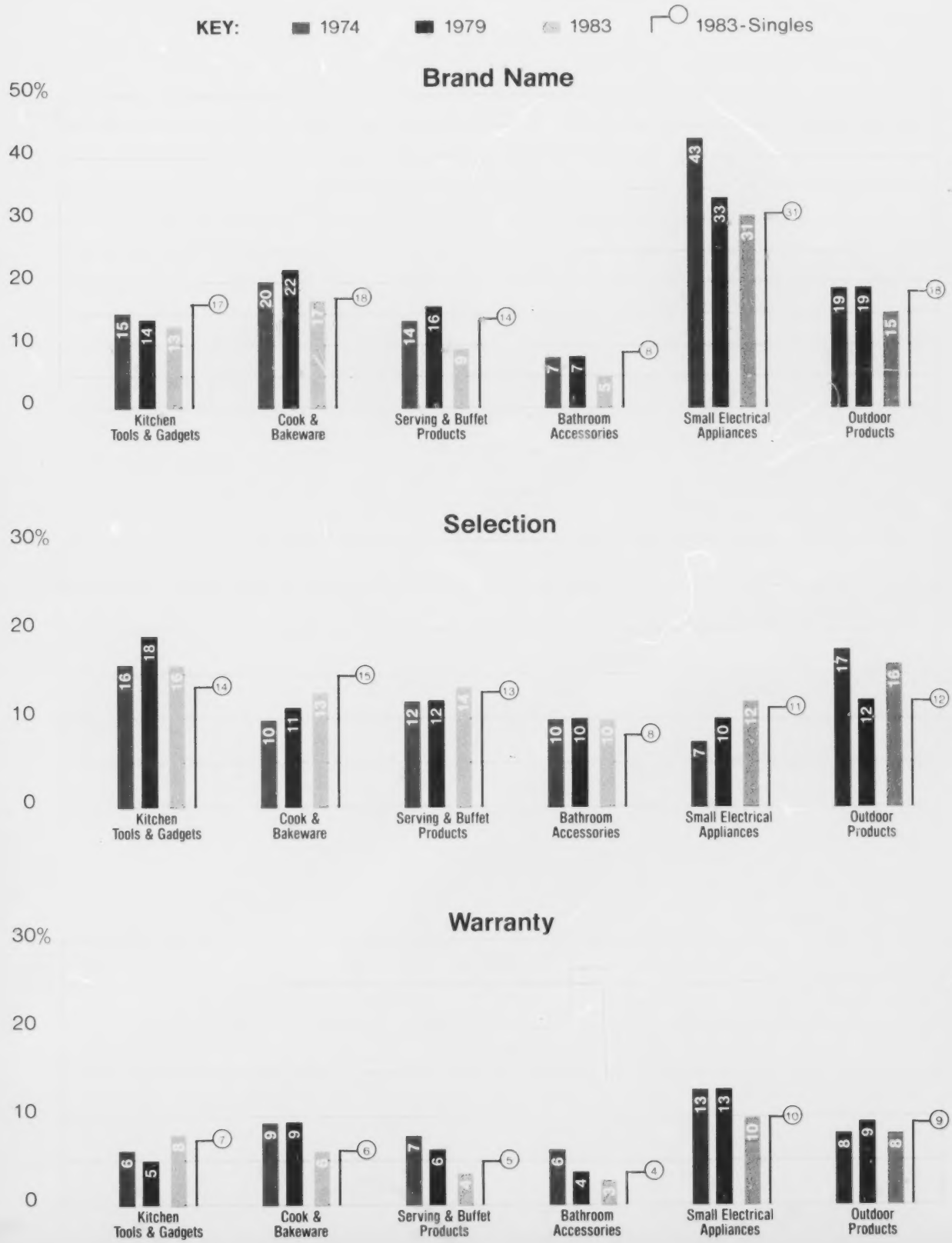
Change in the Relative Importance of Six Product Factors







1974-1983 Incidence of "Most Important" Rank



Section III

Attitudes toward Six Specific Housewares Product Categories

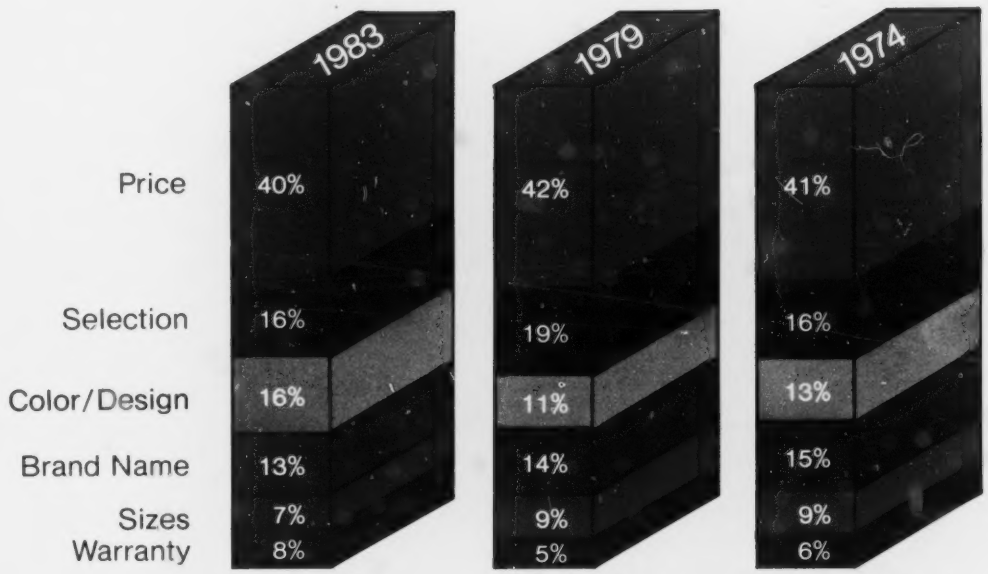
- Housewares products were given high quality ratings.
- Most housewares items were viewed as affordable.

SECTION III — Attitudes toward Six Specific Housewares Product Categories

A. Kitchen Tools and Gadgets: Can and Jar Openers (Non-Electric), Choppers, Slicers, Juicers, Racks, Spatulas, Ladles, Strainers, Graters, Skewers, Measuring Cups/Spoons, etc.

1. Relative Importance of Six Product Purchase Factors

The participants in the surveys were asked to rank six factors on the basis of their importance in influencing the purchase decision. The incidence of mention of "most important" responses for each factor in the three surveys is summarized in the following chart:



As in previous years, the "price" of Kitchen Tools & Gadgets was the feature which generated the highest level of "most important" responses. The relative importance of these factors has not changed significantly since 1974, except for "color/design," which increased to 16%.

Not surprisingly, "price" was reported to be of greater concern among those respondents who reported lower incomes and larger households. Those respondents also tended to be younger.

Both "color/design" and "selection" were more important to the respondents who were employed and reported higher household income. Implicit in this is the suggestion that the income of these respondents may be such that slight price savings may not deter them from purchasing the color/design or particular style they desired.

2. Perceptions of Product Quality

When asked to rate the quality of the Kitchen Tools & Gadgets available to the public, three-fourths of the respondents said that the products are made "fairly well." However, the level of "very well" responses continued to decline, from 19% in 1974, to 15% in the current survey.

	1983	1979	1974
Very well	15%	17%	19%
Fairly well	75	71	72

3. Perceptions of Product Cost

Overall, the respondents felt that Kitchen Tools & Gadgets were either "inexpensive" or "reasonably priced." While this level was comparable with the 1979 responses, it was significantly lower than the attitudes reported in 1974.

	1983	1979	1974
Usually inexpensive	5%	10%	10%
Reasonably priced	67	63	72

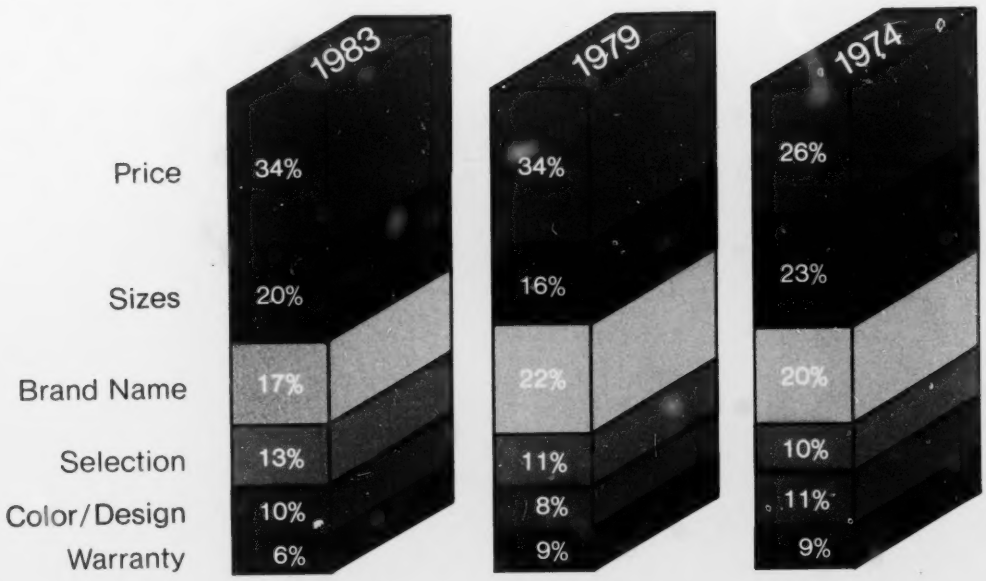
The "singles" were somewhat less favorable in their comments on cost. However, the majority of the views that Kitchen Tools & Gadgets were "expensive" came from the older respondents in this group.

	1983	
	GEN. POP.	SINGLES
Usually inexpensive	5%	4%
Reasonably priced	67	60

B. Cook and Bakeware Items: Pots, Pans, Skillets, Casseroles, Cake Pans, Cookie Sheets, Woks, etc.

1. Relative Importance of Six Product Purchase Factors

When ranking six product factors according to their importance in the purchase decision, one-third of the total sample felt "price" was the most important for Cook and Bakeware Items. The sizes of the items available generated the next highest level of "most important" responses.



The "price" of a Cook and Bakeware Item was of particular concern to younger respondents, those with lower incomes and the larger households. On the other hand, the higher income segments placed greater importance on "color/design," "selection" and "sizes."

2. Perceptions of Product Quality

Since 1974, consumers' perceptions of the quality of Cook and Bakeware Items has decreased somewhat. However, of the six categories that were evaluated, Cook and Bakeware Items received the highest level of "made very well" responses, and has done so consistently since 1974.

	1983	1979	1974
Very well	30%	28%	35%
Fairly well	67	67	62

3. Perceptions of Product Cost

In the current survey, one-half of the respondents indicated that they felt that Cook and Bakeware Items were usually "inexpensive/reasonably priced." A similar level was seen in 1979, but both were significantly below the 1974 level.

	1983	1979	1974
Usually inexpensive	2%	3%	3%
Reasonably priced	48	49	56

The most favorable reactions to cost for this category were among the younger (under 40) respondents and those who were employed.

The level of household income did not appear to affect cost perceptions among these participants. However, the "single" households reporting higher incomes were much more positive in their cost ratings for Cook and Bakeware Items than the singles who reported lower incomes.

4. Ownership of Specific Cook and Bakeware Items

The incidence of owning cookware specifically designed for use in a microwave oven has increased dramatically in the last four years. In addition, the prevalence of owning non-stick cookware increased since 1979. On the other hand, fewer respondents reported owning a "matching set of cookware" in 1983 than in the previous survey.

	1983	1979
Matching set of cookware	80%	85%
Cookware specifically designed for use in a microwave oven	27	10
Non-stick cookware	66	55

Ownership of all of these items was most common among the higher income households. In addition, matching sets of cookware were generally reported by the younger respondents, whereas the ownership of microwave cookware tended to be among the middle-aged respondents.

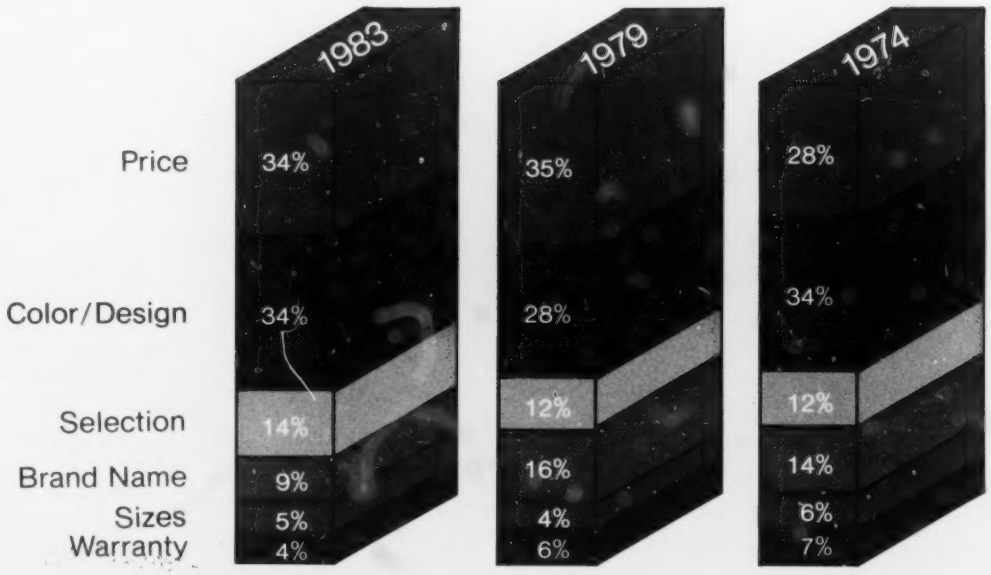
On the other hand, the single households reported a much lower incidence of ownership of microwave cookware and matching sets of cookware than the general population.

	1983	
	GEN. POP.	SINGLES
Matching set of cookware	80%	73%
Cookware specifically designed for use in a microwave oven	27	16
Non-stick cookware	66	64

C. **Serving and Buffet Products and Accessories:** Dinnerware, Flatware, Cutlery, Glassware, Chinaware, Bar Accessories, etc.

1. **Relative Importance of Six Product Purchase Factors**

For Serving and Buffet Products & Accessories, "price" and "color/design" were the factors which had the highest incidence of "most important" responses. The relative importance of "price" had increased particularly between 1974 and 1979, but has stablilized over the last few years. In turn, the "color/design" factor increased in importance since 1979 and was on par with the 1974 level, at 34%. On the other hand, the relative importance of "brand name" decreased during the last decade.



Although "price" and "color/design" were each felt to be the most important factor by an equal number of people, the respondents who were concerned with "price" were quite different from the respondents who thought "color/design" was important. In general, the "price" of Serving and Buffet Products & Accessories was said tc be important by younger respondents, those with lower incomes and those living in larger households. On the other hand, "color/design" was of greater interest to the younger respondents and those with higher household incomes.

2. Perceptions of Product Quality

Virtually all of the respondents reported that they felt Serving and Buffet Products & Accessories were "made well." However, the majority of the responses were "made fairly well," rather than "very well."

	1983	1979	1974
Very well	29%	26%	30%
Fairly well	69	70	67

Although no particular differences were seen between the "singles" and the general population on this measure, the older respondents in the single households and those with lower incomes were more favorable in their ratings of quality of Serving and Buffet Products & Accessories.

3. Perceptions of Product Cost

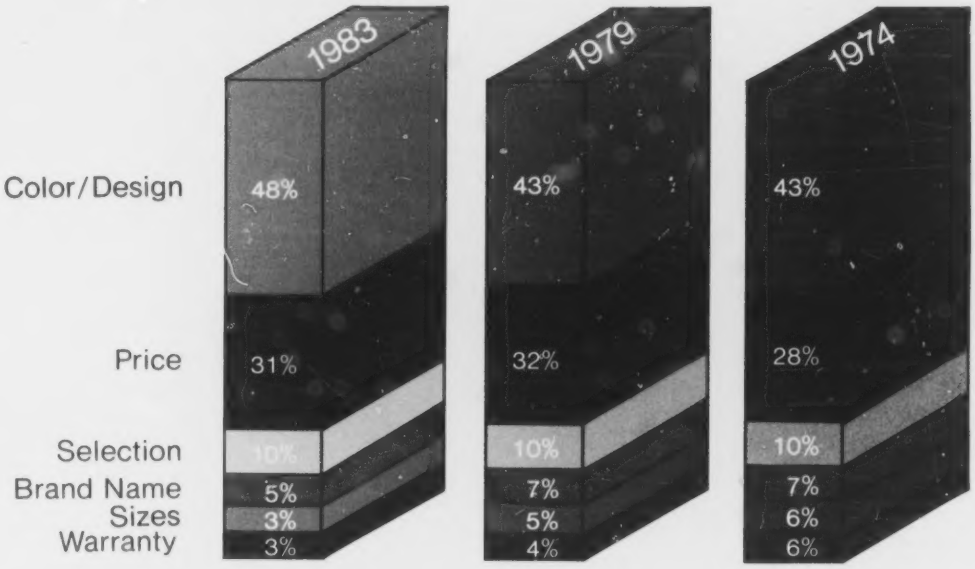
Respondents' perceptions of the cost of Serving and Buffet Products & Accessories were not particularly favorable. Fewer than half (41%) of these respondents felt that the prices were usually "inexpensive" or "reasonably priced." However, this level was in parity with 1979, and somewhat below 1974. Although this low level may warrant concern, at least it has been stable over the past few years, as was the relative importance of price.

	1983	1979	1974
Usually inexpensive	3%	4%	3%
Reasonably priced	38	37	44

D. BATHROOM ACCESSORIES: Hampers, Scales, Shower Curtains, Vanity Accessories, Toilet Seats, Storage Accessories, etc.

1. Relative Importance of Six Product Purchase Factors

When asked to rank six product factors according to their influence on the purchase decision, almost one-half of the participants ranked "color/design" as the "most important" factor for Bathroom Accessories. This designation has been the most important criterion for the last nine years. The only other factor which was considered important was "price," but at a much lower level.



Furthermore, the "color/design" of Bathroom Accessories was reported to be of particular importance to the younger respondents, those with higher incomes and those living in larger cities. The "price" of Bathroom Accessories was said to be important to the younger respondents as well. However, those with lower incomes ranked "price" higher.

2. Perceptions of Product Quality

The prevailing attitude among 91% of the participants was that Bathroom Accessories were made "well." However, only 15% felt they were made "very well."

	1983	1979	1974
Very well	15%	14%	19%
Fairly well	76	76	75

The most favorable perceptions of product quality for Bathroom Accessories were reported by the older respondents and those with lower incomes.

3. Perceptions of Product Cost

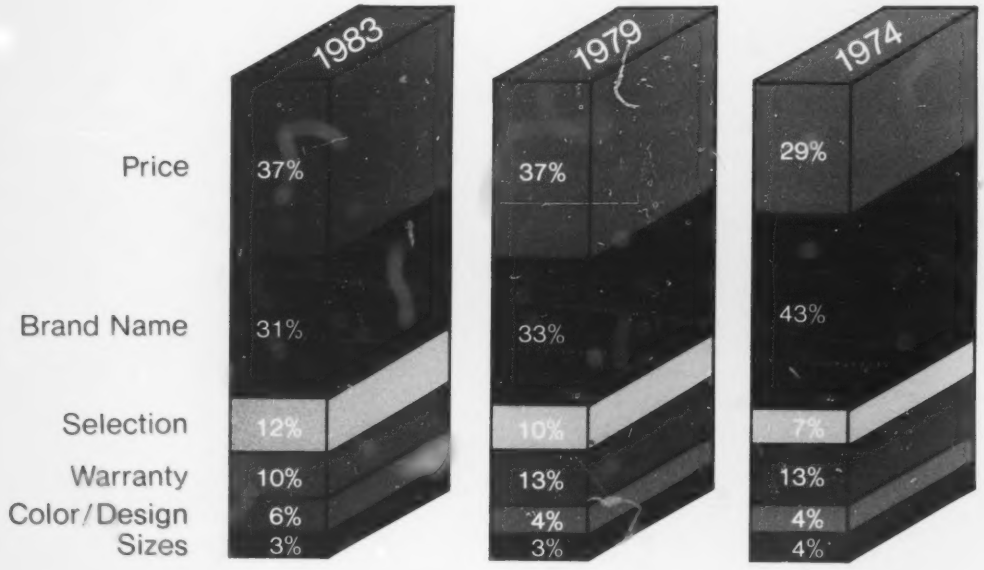
In 1983, the perceptions of the relative costs for Bathroom Accessories were less favorable than they were nine years ago. In fact, less than one-half of the respondents felt that these items were usually "inexpensive" or "reasonably priced." However, as noted above, the "price" of items in this category was not as important as the "color/design," suggesting that this may not warrant great concern.

	1983	1979	1974
Usually inexpensive	3%	3%	2%
Reasonable priced	42	41	50

E. Small Electrical Appliances: Coffee Makers, Irons, Humidifiers, Food Mixers, Vacuum Cleaners, Hair Dryers, Electric Blankets, Electric Toothbrushes, etc.

1 Relative Importance of Six Product Purchase Factors

The two criteria that generated the highest levels of "most important" responses for Small Electrical Appliances were "price" and "brand name." The relative importance of "price" had increased between 1974 and 1979, but it was stable over the last few years. Although "brand" was reported to be an important criterion in the purchase decision, its relative importance decreased significantly since 1974, when it was said to be the most important factor. The "selection" available has not been a major criterion, but has shown steady gains in the past decade.



The "price" of Small Electrical Appliances was of particular concern among the younger respondents, those with lower incomes and living in larger households. Conversely, "brand" was an especially important factor for the older respondents with higher incomes, living in very small households.

2. Perceptions of Product Quality

The majority of the respondents said that they felt Small Electrical Appliances were generally made "well." These perceptions of quality have been relatively consistent during the last decade; however, the level of "very well" responses dropped off significantly between 1974 and 1979, and then increased the past few years.

	1983	1979	1974
Very well	20%	10%	21%
Fairly well	70	75	68

3. Perceptions of Product Cost

In 1983, six out of ten respondents felt that Small Electrical Appliances were usually "inexpensive" or "reasonably priced." Although this level was significantly below the 1974 level, it was higher than reported in 1979.

	1983	1979	1974
Usually inexpensive	2%	3%	13%
Reasonably priced	58	52	61

The most positive perceptions of price were reported by the younger (under 50) respondents and those with higher incomes. As noted above, the price of a Small Electrical Appliance was particularly important to the younger respondents with lower incomes. This suggests that while the younger population segment considers cost carefully, they have been satisfied with the value received.

The single respondents were somewhat less favorable in their reported perceptions of cost. This difference appeared to be the influence of the older singles and those with lower incomes—most likely, the "empty nesters" with limited retirement incomes.

	1983	
	GEN. POP.	SINGLES
Usually inexpensive	2%	2%
Reasonably priced	58	52

4. Expected Durability

In the current survey, more than one-half (56%) of the respondents indicated that they expect to replace their Small Electrical Appliances at least every five years. Overall, consumers' expectations of durability have not changed in the last nine years.

Expect to Replace . . .	1983	1979	1974
Every two years	9%	9%	7%
Every five years	47	42	51
Every ten years	30	34	30
More than ten years	14	15	12

5. Ownership of Specific Small Electrical Appliances

The incidence of owning one of the listed appliances increased in the last few years for all of the items. The most dramatic shifts were seen in the reported ownership of smoke/fire detectors and food processors.

	1983	1979
Electric blender	87%	85%
Smoke/fire detectors	66	48
Drip coffee maker	61	53
Toaster oven	56	51
Food processor	30	13
Any burglar/alarm systems	9	4

These appliances were generally owned by respondents with higher incomes, except for toaster ovens which were more frequently owned by older, lower income respondents, living in smaller households; i.e. "empty-nesters" or widows/widowers.

Overall, the reported ownership among the singles was not as high as for the general population. Specifically, this segment reported much lower ownership incidences for electric blenders and food processors.

The singles households also represented a higher level of ownership of toaster ovens, but as noted above, these tended to be the older singles.

	1983	
	GEN. POP.	SINGLES
Electric blender	87%	76%
Smoke/fire detectors	66	61
Drip coffee maker	61	57
Toaster oven	56	68
Food processor	30	23
Any burglar/alarm systems	9	9

6. Ownership of a Microwave Oven

Ownership of a microwave oven has nearly tripled since 1979. More than one-third of the total sample already owns a microwave, and another 17% said they expect to own one in the next two years. In other words, more than one-half of the general population expects to own a microwave oven by 1985.

	1983	1979
Own a microwave oven	38%	13%
Expect to own in next two years	17	15
Do not expect to own in the next two years	45	72

In 1983, the reported average length of ownership for a microwave oven was 3.4 years.

Length of Time Owned	1983	1979
Less than one year	10%	21%
One year	17	13
Two years	21	23
Three years	16	16
More than three years	36	27
Average (in years)	3.4	2.5

Microwave oven ownership was most common among the higher income respondents, the younger respondents and among those living in households of more than two individuals.

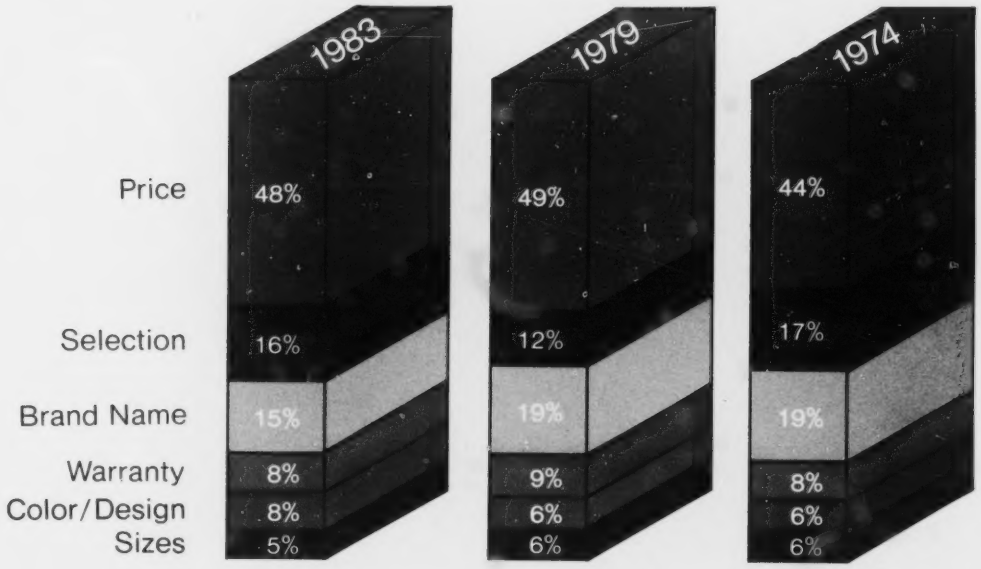
Although only 22% of the "single" households reported already owning a microwave oven, another 19% said they expect to own one in the next two years.

	1983	
	GEN. POP.	SINGLES
Own a microwave oven	38%	22%
Expect to own in next two years	17	19
Do not expect to own in the next two years	45	59

F. Outdoor Products and Accessories: Garden and Lawn Tools, Outdoor Grills, Barbecue Tools, Picnic Items, etc.

1. Relative Importance of Six Product Purchase Factors

The most important criterion in the decision to purchase an Outdoor Product was "price." About one-half of the respondents ranked this factor as "most important."



The "price" of an Outdoor Product was of particular concern to the younger respondents, lower income respondents, those living in larger households and those in more urban settings/larger cities.

2. Perceptions of Product Quality

Essentially, the respondents felt that products in this category were made well, but only "fairly well."

	1983	1979	1974
Very well	12%	10%	14%
Fairly well	76	75	71

3. Perceptions of Product Cost

In 1983, about four out of ten respondents stated that Outdoor Products & Accessories were usually "inexpensive" or "reasonably priced." Although this was on par with the level reported in 1979, it was significantly lower than the 1974 level. Since "price" was the major purchase decision criterion in this category, this less than positive perception of cost suggests that consumers may be particularly price-sensitive when evaluating products in this category.

	1983	1979	1974
Usually inexpensive	3%	4%	3%
Reasonably priced	40	40	55

4. Ownership of Specific Outdoor Products

In 1983, 10% of the total population reported that they own an electric bug killer, but an even lower incidence was reported among singles. In general, electric bug killers were more prevalent among higher income respondents, those in larger "family-sized" households and among those living in small towns.

	1983	
	GEN. POP.	SINGLES
Own an Electric Bug Killer	10%	2%

Approximately three-fourths of the total sample reported that they owned a barbecue grill—57% were charcoal, 19% used gas and the rest were electric. Since 1974, gas grills have gained in popularity, while charcoal grills have lost part of their market share.

	1983	1979	1974
Own an Outdoor Barbecue Grill	**76%**	**74%**	**79%**
Charcoal	57	62	72
Gas	19	10	6
Electric	3	2	1

Overall, owners of outdoor barbecue grills were younger respondents and those with higher incomes. However, among the owners themselves, the charcoal grills were more common among the lower income respondents while the gas grills were more prevalent in the higher income households.

The single households reported a much lower incidence of owning an outdoor barbecue grill. Like the total sample, the majority of these singles said that they had charcoal grills.

	1983	
	GEN. POP.	SINGLES
Own an Outdoor Barbecue Grill	**76%**	**55%**
Charcoal	57	45
Gas	19	8
Electric	3	2

Outdoor barbecue grills were most prevalent among the younger singles and those with higher incomes.

As seen below, the frequency of using an outdoor barbecue grill has been relatively stable over time. The most frequent users were the younger respondents and higher income respondents.

Barbecue Outdoors	1983	1979	1974
Once a week or more	21%	24%	22%
Once every few weeks	20	18	19
Once a month	12	10	11
Less than once a month	47	48	49

In the context of Outdoor Products, respondents were also asked to report what type of outdoor facilities they owned. Of the respondents who live in a home, 50% said they have a patio, and 8% reported having a swimming pool.

Section IV

Purchase of Housewares

- Department stores appear to be making a comeback.
- The purchase of housewares is seldom impulsive.
- Today's consumers show more independence in the purchase decision process.
- Once again, housewares products are being purchased as gifts—as a result of several lifestyle changes.
- When buying gifts, singles are spending more for housewares.
- In-store displays are the most important source of new product information.

SECTION IV — Purchase of Housewares

A. Types of Stores Where Housewares Were Purchased

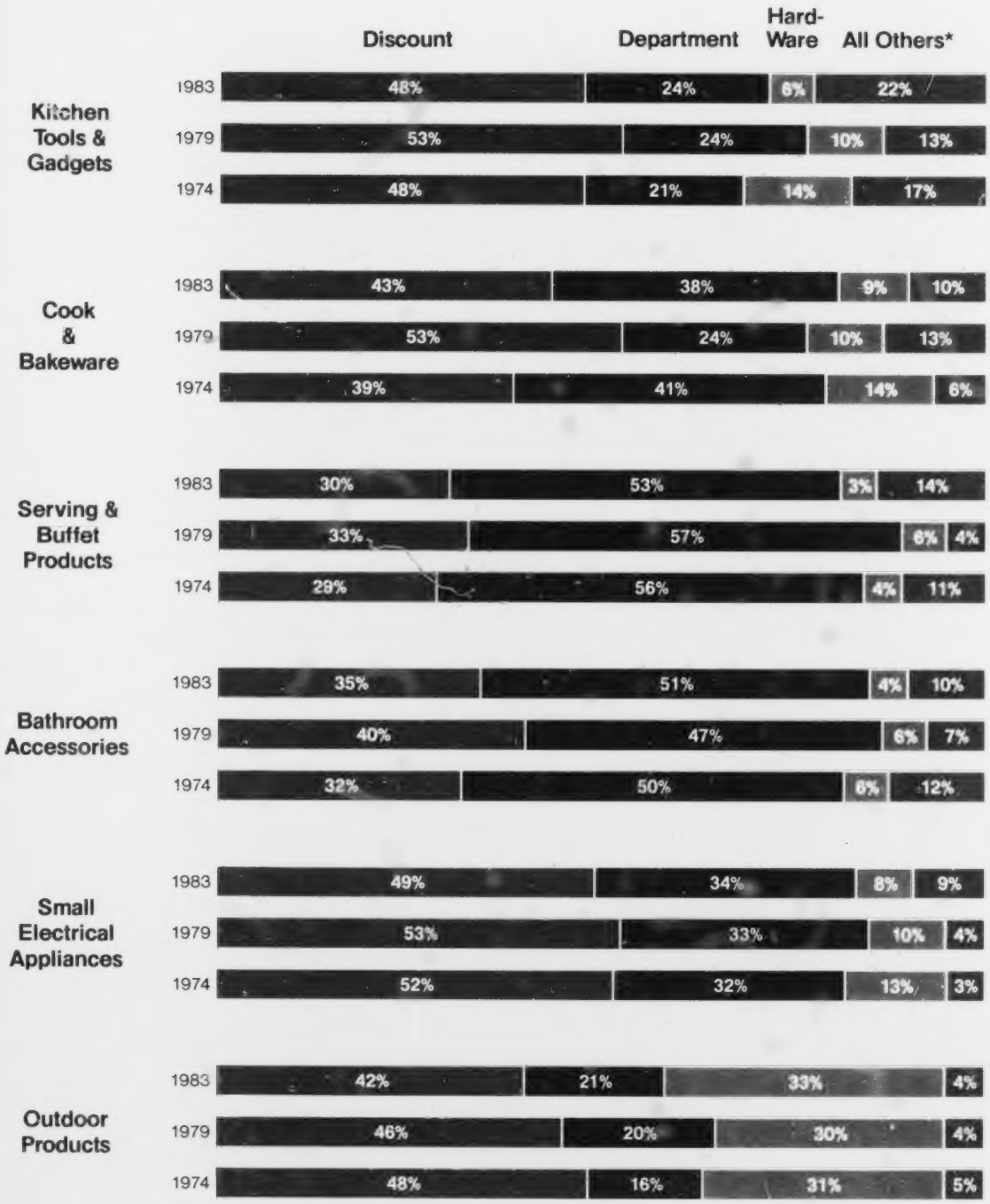
In 1983, respondents indicated that discount and department stores accounted for virtually all of their housewares purchases. The only exception was for Outdoor Products & Accessories, one-third of which were said to have been purchased in hardware stores.

Across all six product categories, the reported popularity of discount stores diminished the last four years. However, the discount store was still the most frequently mentioned type of store for all categories except Bathroom Accessories, and Serving and Buffet Products & Accessories.

Evidently, the initial advantage of the discount stores — brand names for lower prices — has lost some of its impact, especially since this advantage is currently available through a number of other retail outlets. Furthermore, based on the findings of the current survey, it is evident that the younger consumers are somewhat less concerned with brand names than were their predecessors.

It is particularly noteworthy that the single households generally reported less loyalty to the discount store than the general population. Since the singles were more concerned with color/design and selection, rather than price or brand name, it is not surprising that they indicated a preference for department stores.

Stores Where Housewares Products Were Purchased



*Includes: Catalog Showrooms, Food Stores, Variety Stores, etc.

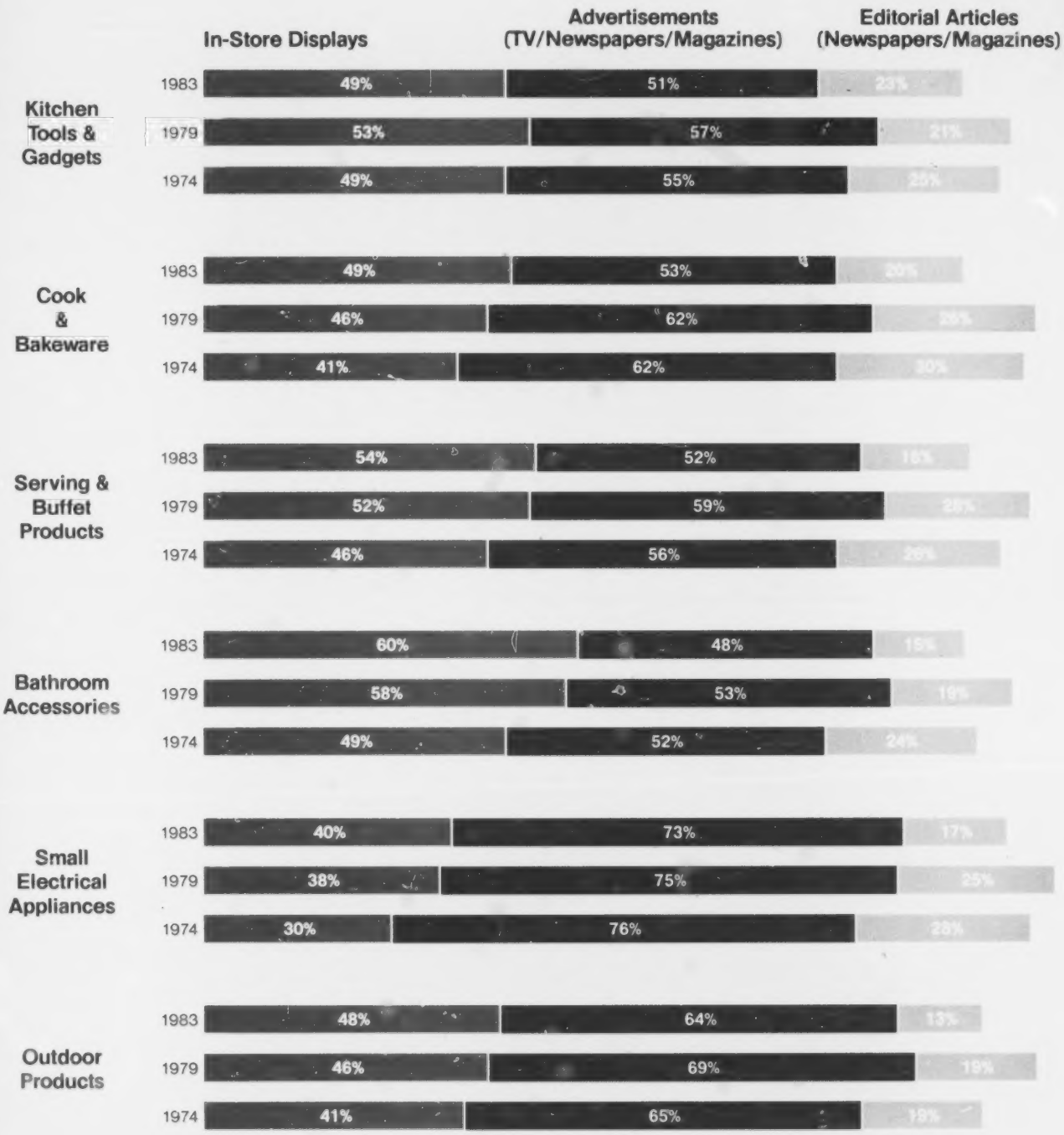
B. New Product Information Sources

Across all six product categories, the respondents indicated that they relied most heavily on in-store displays to determine what was available or new in 1983. At least four out of ten respondents mentioned this source for each category.

The reliance on in-store displays for product information strongly suggest that many housewares purchases require a longer shopping trip with a somewhat impulsive purchase, or more than one trip before a purchase is made. The latter is more likely based on the high incidence of planned purchases reported for this industry, and the time-saving nature of today's consumer.

The second most important source of product information was advertising — in newspapers, on television and in magazines. Essentially, the consumers indicated that they rely on the information provided by manufacturers and retailers more than third-party sources in newspaper and magazine articles.

New Product Information Sources



Note: Since some consumers mentioned more than one source, the bar charts total more than 100%.

C. Purchase Decision Patterns

With the exception of Kitchen Tools & Gadgets, the purchase of housewares was reported to be almost always a "planned purchase." Although respondents also reported planning to purchase Kitchen Tools & Gadgets, this was true only 61% of the time.

No particular shifts in these trends were evident in the past few years.

"**Usually Planned in Advance**"	1983	1979	1974
Small Electrical Appliances	95%	95%	95%
Outdoor Products & Accessories	91	91	88
Bathroom Accessories	90	89	93
Serving and Buffet Products & Accessories	88	89	88
Cook and Bakeware Items	87	84	87
Kitchen Tools & Gadgets	61	55	57

The prevalence of consulting with someone else before deciding on a purchase has been declining over time, particularly for Small Electrical Appliances and Outdoor Products & Accessories. In the past, the respondents tended to rely more heavily on input from others, such as their spouses, when deciding to purchase Small Electrical Appliances, Outdoor Products & Accessories and Bathroom Accessories. Evidently, the shift toward more independence for women has had a significant impact on the purchase decisions made in these categories.

"**Consult with Someone Else**"	1983	1979	1974
Small Electrical Appliances	52%	65%	73%
Outdoor Products & Accessories	62	74	82
Bathroom Accessories	28	42	40
Serving and Buffet Products & Accessories	34	53	46
Cook and Bakeware Items	24	30	26
Kitchen Tools & Gadgets	18	19	16

D. Purchase of Housewares as Gifts

Although the prevalence of purchasing housewares for gifts has decreased in the last decade, most of the decrease was reported between 1974 and 1979, while some gains were evident in the last few years.

Purchase as Gifts	1983	1979	1974
Small Electrical Appliances	57%	54%	66%
Cook and Bakeware Items	54	57	62
Serving and Buffet Products & Accessories	50	51	65
Kitchen Tools & Gadgets	43	39	52
Bathroom Accessories	33	28	39
Outdoor Products & Accessories	13	13	18

Overall, consumers were buying housewares as gifts as frequently as they did in 1979, if not more so, for several reasons. The decreased interest in buying housewares as gifts seen in the '70s appeared to be directly related to the price of these items and consumers' concern with cost. Between 1974 and 1979, large upward shifts were seen in the relative importance of price in the purchase decision and in the average expenditure for a housewares gift. In 1983, the concern with price was on par with the 1979 levels, and the increase in the amount spent on gifts was smaller.

Part of the explanation for these shifts may also be found in the lifestyle changes seen in the last decade. For example, Serving and Buffet Products & Accessories have had the largest decrease over time. In the late 1970's, the "baby-boomers" were waiting to marry at an older age and those that were marrying were not as interested in the "traditional" wedding gifts in this category. Now that the "baby-boomers" are marrying, they may already own many of the "traditional" wedding gifts. While the purchase of these items as gifts may not increase in the future, the prevalence of singles buying them for their own use will probably continue to increase.

In addition, the "singles" segment may deserve more attention in the marketing focus since they tend to be somewhat more impulsive shoppers. The "singles" did not report purchasing housewares as gifts as often as the general population; but as seen below, when they did purchase such gifts, they tended to spend substantially more for such purchases.

	GEN. POP.	SINGLES
Outdoor Products & Accessories	$[illegible].85-$26.48	$23.17-$36.09
Small Electrical Appliances	$21.38-$24.02	$24.87-$35.06
Serving and Buffet Products & Accessories	$18.98-$21.36	$24.60-$32.61
Bathroom Accessories	$15.47-$16.76	$17.02-$21.39
Cook and Bakeware Items	$14.33-$15.88	$18.42-$23.71
Kitchen Tools & Gadgets	$ 9.09-$ 9.84	$12.14-$15.60

Section V

Color and Decor Trends

- Consumers coordinate their housewares purchases with their kitchens and bathroom colors.
- Solids are preferred over patterns.
- Pastels are more popular than bold colors.
- "Country" is the most prevalent kitchen theme.
- Singles are more divided in their preferences for kitchen decor.
- The appeal of yellow as the main kitchen color is declining.
- Blue remains the most popular bathroom color.

A. Kitchen Theme or Decor

In the current study, 63% of the participants indicated that they have a "particular theme or decor" in their kitchens. In the 1979 and the 1974 surveys, "kitchen theme or decor" was reported by 57% and 64%, respectively.

The presence of a specific theme or decor was most prevalent among the middle-age (40-49), higher income respondents living in small towns or cities.

In addition, it is worth noting that the incidence of particular kitchen theme/decor was lower among "singles" (54%) than among the general population.

It was also apparent, though, that the theme/decor preferences of the "singles" are somewhat different from those of the general population. While "Country," "Traditional" and "Modern" were cited more often by the respondents in the total sample, the "singles" mentioned "Contemporary" almost as often as they reported "Country."

	1983	
	GEN. POP.	SINGLES
Country	30%	25%
Traditional	19	18
Modern	19	20
Early American	15	9
Contemporary	13	24
Spanish/Meditteranean	2	1
Other	2	2

B. Kitchen Color Trends

As in both the 1974 and 1979 surveys, the respondents in the current study were asked to describe their kitchens in terms of its current, as well as anticipated color schemes. Since these descriptions are based on the respondents' own words they are not necessarily precise. Nonetheless, they provide some insights into potential color trends.

In the 1979 survey, the continued popularity of yellow was noted. At that point, 23% cited it as their main kitchen color, and 28% anticipated yellow as the "color they would use if they were to redecorate their kitchen." In the current survey, the mention of yellow declined somewhat, from 23% to 21% as the current main kitchen color. However, its mention as the anticipated redecorating main kitchen color declined significantly, from 28% to 21%.

Similarly, the past popularity of green/avocado and gold/harvest gold has continued to decline.

The mention of white/off-white has been increasing, from 8% to 11% to 13% in 1983, as the main kitchen color. In addition, 15% reported that if they were to redecorate their kitchens, they would turn to white/off-white.

It is also worth noting that, increasingly, brown was reported to be the color most likely to accompany white/off-white in the kitchen. For the first time since these surveys were initiated, wood/wood tones/paneling were reported as currently or potentially accompanying white/off-white.

Furthermore, 16% indicated that they may redecorate their kitchens with white/off-white "alone/with no other color."

In addition to the above kitchen color trends, 7% cited almond and beige/tan as their current main kitchen colors, while 10% expect to redecorate their kitchens with these. The mention of these kitchen colors was especially high among upscale "singles," 17% of whom cited these as their likely kitchen redecorating colors.

KITCHEN COLORS

Main Color	Other Colors	Current 1983	Current 1979	Current 1974	Future 1983	Future 1979	Future 1974
Yellow and:		**21%**	**23%**	**20%**	**21%**	**28%**	**26%**
	Brown	32	33	16	31	27	16
	Green/Avocado	28	35	31	24	29	29
	White/Off-White	23	30	25	29	31	26
	Orange/Cantaloupe	21	21	24	21	24	24
	No "Other" Color	12	5	8	11	11	14
Green/Avocado and:		**16%**	**22%**	**22%**	**11%**	**16%**	**19%**
	White/Off-White	24	28	30	24	30	26
	Yellow	23	31	24	25	27	26
	Orange/Cantaloupe	15	22	18	15	20	19
	Gold/Harvest Gold	15	15	15	9	11	19
	Brown	21	19	10	13	17	11
	No "Other" Color	14	10	13	15	13	14
White/Off-White and:		**13%**	**11%**	**8%**	**15%**	**11%**	**11%**
	Green/Avocado	26	33	26	21	19	30
	Yellow	22	26	14	23	20	20
	Brown	22	14	13	19	19	4
	Gold/Harvest Gold	12	11	13	10	10	9
	Red	9	11	12	9	12	16
	Orange/Cantaloupe	13	9	14	12	19	13
	Wood/Wood Tones/ Paneling	14	*	*	11	*	*
	No "Other" Color	12	10	10	16	12	10
Gold/Harvest Gold and:		**9%**	**11%**	**7%**	**6%**	**8%**	**7%**
	Green/Avocado	28	38	37	29	31	37
	Brown	42	33	20	35	24	24
	Orange/Cantaloupe	25	27	22	20	20	30
	White/Off-White	23	23	12	18	28	17
	No "Other" Color	8	8	9	12	8	11

*Not Available

C. Bathroom Color Trends

Since 1979, blue solidified its position as the most prevalent primary color for the main bathroom. Pink/rose continued in a downward trend, while green/avocado, white/off-white and yellow were relatively stable. For all of the main colors, white/off-white was the favorite complementary color, but at somewhat lower levels than 1979. Essentially, similar color preferences were seen for the "second" — the guest or children's bathroom.

In the past, the "first" bathroom tended to serve more of a "utilitarian" function, and there was less concern with its decor. However, this survey indicated that the popularity of color coordination has increased for the main bathroom. On the other hand, the "second" bathroom has always been more color-coordinated and decor-oriented.

Looking into the future, about one-fourth of the respondents said they would use blue in the main bathroom, if they were to change the color scheme. White/off-white was also the favorite secondary color for any redecorating.

Main Color	Other Colors	"FIRST" BATHROOM COLORS						"SECOND" BATHROOM COLORS					
		Current			Future			Current			Future		
		1983	1979	1974	1983	1979	1974	1983	1979	1974	1983	1979	1974
Blue and:		**19%**	**20%**	**14%**	**23%**	**24%**	**18%**	**17%**	**18%**	**13%**	**17%**	**20%**	**17%**
	White/Off-White	51	57	50	52	48	53	56	48	53	46	49	47
	Green/Avocado	6	13	11	8	11	17	7	12	17	8	8	25
	Gold/Harvest Gold	5	12	12	4	8	7	10	5	7	2	7	7
	Brown	6	*	*	6	*	*	10	*	*	6	*	*
	No "Other" color	14	16	16	18	23	19	14	18	16	20	16	17
Green/Avocado and:		**13%**	**15%**	**14%**	**11%**	**13%**	**13%**	**13%**	**16%**	**14%**	**13%**	**14%**	**12%**
	White/Off-White	39	39	34	34	36	36	46	46	52	35	47	45
	Yellow	18	24	13	20	26	18	17	17	15	24	15	22
	Gold/Harvest Gold	15	21	20	8	9	20	8	8	14	6	9	16
	Brown	10	13	5	12	13	3	10	7	3	11	8	2
	No "Other" color	15	10	16	18	13	17	15	14	13	21	16	15
Pink/Rose and:		**10%**	**14%**	**20%**	**8%**	**10%**	**12%**	**8%**	**10%**	**10%**	**5%**	**5%**	**9%**
	White/Off-White	40	45	42	42	52	37	31	50	49	47	30	50
	Green/Avocado	17	15	16	8	14	16	14	14	17	12	15	11
	Red/Flamingo/Brick Red	11	*	*	16	*	*	11	*	*	27	*	*
	Brown	10	*	*	8	*	*	10	*	*	7	*	*
	Blue	10	*	*	7	*	*	4	*	*	10	*	*
	No "Other" color	12	16	17	15	14	23	16	20	18	7	22	20
White/Off-White and:		**15%**	**13%**	**15%**	**16%**	**14%**	**17%**	**16%**	**17%**	**17%**	**16%**	**17%**	**17%**
	Blue	18	21	22	23	22	25	16	30	12	24	24	14
	Green/Avocado	19	19	20	16	17	23	20	25	24	16	22	24
	Yellow	12	12	9	13	13	9	13	7	9	10	10	9
	Gold/Harvest Gold	11	11	15	9	14	18	14	13	15	12	14	21
	Pink/Rose	12	11	16	10	11	15	6	7	11	6	10	10
	Brown	20	*	*	21	*	*	13	*	*	17	*	*
	No "Other" color	14	19	13	10	16	9	18	13	16	13	16	13
Yellow and:		**10%**	**10%**	**9%**	**9%**	**10%**	**9%**	**11%**	**10%**	**12%**	**12%**	**11%**	**13%**
	White/Off-White	34	34	31	34	33	31	30	39	27	34	39	34
	Green/Avocado	31	31	27	23	35	24	21	34	35	18	30	43
	Brown	19	18	12	20	21	14	23	13	13	31	19	16
	Orange/Cantaloupe	8	12	13	6	15	19	12	18	25	10	12	21
	No "Other" color	13	10	10	15	15	17	15	18	10	12	16	6

*Not Available

D. The Role of Color in the Purchase Decision

In the 1983 study, the number of respondents who reported that they try to coordinate the colors of kitchen-oriented housewares with their kitchen colors declined, as compared to 1974.

On the other hand, for Bath Accessories virtually all of the respondents stated that when they buy these products, they try to coordinate the colors with their bathroom colors.

Coordinate Colors with Decor	1983	1979	1974
Kitchen Tools & Gadgets	74%	69%	84%
Cook and Bakeware Items	64	76	76
Serving and Buffet Products & Accessories	82	89	90
Bathroom Accessories	98	98	98

The colors that those respondents cited for Kitchen Tools & Gadgets in 1983 were more wood-like and less metallic than previously reported. Furthermore, they reported increased preferences for solid colors over patterns.

The mention of bold colors and pastels was noted by approximately a fifth of the participants.

Kitchen Tools & Gadgets	1983	1979	1974
Stainless/metallic tones	39%	48%	38%
Wood-like appearance	26	10	20
Solid colors	91	79	81
Patterns/decorated colors	9	21	19
Bold colors	20	21	28
Pastel colors	19	21	18

In the current survey, respondents expressed an increased preference for stainless/metallic tones instead of the wood-like appearance for their Cook and Bakeware Items. In addition, the popularity of solid colors has increased dramatically in the last decade.

The prevalence of bold colors for these items continued to decline the last few years, while pastels have been relatively stable.

Cook and Bakeware Items	1983	1979	1974
Stainless/metallic tones	58%	51%	51%
Wood-like appearance	7	5	3
Solid colors	86	71	74
Patterns/decorated colors	14	29	26
Bold colors	17	20	33
Pastel colors	21	24	17

In 1983, respondents indicated a preference for stainless/metallic tones instead of wood-like colors when selecting Serving and Buffet Products & Accessories. When selecting between solid colors and patterns, the respondents were divided. However, over half said that they preferred pastels instead of bold colors for these items.

Serving and Buffet Products & Accessories	1983	1979	1974
Stainless/metallic tones	22%	19%	22%
Wood-like appearance	10	10	11
Solid colors	53	50	52
Patterns/decorated colors	47	50	48
Bold colors	19	17	31
Pastel colors	55	54	51

As they have in past surveys, respondents mentioned purchasing Bathroom Accessories in wood or metallic tones very rarely. However, in the past four years, the popularity of solid colors has increased significantly for these items. Respondents' preferences for bold colors increased somewhat since 1979, but pastels still dominated this category.

Bathroom Accessories	1983	1979	1974
Stainless/metallic tones	2%	3%	5%
Wood-like appearance	9	8	7
Solid colors	74	60	62
Patterns/decorated colors	26	40	38
Bold colors	31	26	35
Pastel colors	61	64	55

Singles are eating out more frequently than the general population.

Singles are also ordering "to go" somewhat more often.

Traditionally, the Housewares Industry has encompassed many kitchen-oriented products, including Kitchen Tools & Gadgets, Small Electrical Appliances, Serving and Buffet Products & Accessories and Cook and Bakeware Items. Since many of these are oriented toward the preparation, serving and consumption of food, and since the role of the kitchen in today's home has seen a variety of changes as the role of the home and the family has been changing, the decision was made to determine and monitor the incidence of "eating out/in" over time. This information may stimulate product design and planning activities for existing, as well as potential, new product ideas.

Accordingly, in the past two surveys, respondents were asked how often they ate out at restaurants. In 1983, the question was revised to determine how often the respondents ate in "fast food" restaurants and in other "'family'" restaurants.

A. Frequency of Eating at Fast Food Restaurants

Among the general population, over one-half of the respondents reported eating in fast food restaurants every few weeks or more often. The single households reported an even higher level for this frequency.

	1983	
Fast Food Restaurants	GEN. POP.	SINGLES
Once a week or more	27%	37%
Once every few weeks	27	23
Once a month	14	14
Less than once a month	32	26
Average (times per month)	2.2	2.3

The most frequent users of fast food restaurants were the younger respondents and those with the higher incomes.

B. Frequency of Eating at Other "Family" Restaurants

The average frequency of eating in other "family" restaurants was 1.9 times per month among the general population, and somewhat higher among the "single" households.

	1983	
Other "Family" Restaurants	GEN. POP.	SINGLES
Once a week or more	22%	30%
Once every few weeks	24	27
Once a month	19	16
Less than once a month	35	27
Average (times per month)	1.9	2.2

C. Frequency of Ordering "To Go" from Restaurants

In addition, respondents were asked how often they order food "to go." Among the general population, respondents reported ordering "to go" an average of 1.1 times a month. The "singles" reported an average frequency of 1.2 times per month.

	1983	
Ordering "To Go"	GEN. POP.	SINGLES
Once a week or more	10%	17%
Every few weeks	17	13
Once a month	15	17
Less than once a month	58	53
Average (times per month)	1.1	1.2

D. Frequency of Patronizing Restaurants

The average number of times that "singles" reportedly patronized restaurants was consistently higher than that reported by the general population. Interestingly, their reliance on "fast food" restaurants was only slightly higher than the 2.2 times per month reported by the general population. On the other hand, "singles" appeared to frequent other "family" restaurants significantly more often than reported by the general population.

	1983	
	GEN. POP.	SINGLES
Fast Food Restaurants	2.2	2.3
Other "Family" Restaurants	1.9	2.2
Ordered "To Go"	1.1	1.2
Total (times per month)	5.2	5.7

Section VII

Demographics

Since 1974, our society has undergone significant changes. In addition to attitudinal and behavioral changes, the demographic make up has altered.

Some of the more noteworthy changes were:

- A population shift out of large metro areas and out of very rural areas to medium/small towns and cities
- An increase in the number of the very young and the old (55 and over)
- More households with only one or two members
- More college graduates, both men and women
- An increased number of women in the workforce
- Fewer persons living in single-family residences
- An increase in the median income

Following are relevant demographics at the time of the three surveys.

	1983	1979	1974
Area of the Country			
New England	5%	6%	6%
Middle Atlantic	16	17	18
East North Central	18	19	20
West North Central	8	8	8
South Atlantic	16	16	15
East South Central	7	6	6
West South Central	11	10	10
Mountain	5	5	4
Pacific	14	13	13
Population of Metropolitan Area			
Over 1,000,000	15%	16%	19%
500,000-1,000,000	10	10	12
50,000-499,999	41	40	25
Under 50,000	34	34	44
Age of Respondent			
Under 25	18%	18%	12%
25-34	22	21	25
35-44	16	15	23
45-54	14	16	23
55 and over	30	30	17
Family Size			
One to two members	53%	52%	48%
Three members	17	17	17
Four members	16	16	16
Five or more members	13	15	19
Education of Female			
Grammar School	18%	19%	24%
High School	55	56	57
College or higher	27	25	20
Education of Male			
Grammar School	18%	20%	27%
High School	46	46	47
College or higher	36	34	26
Employment of Female Head			
Not employed	48%	51%	60%
Employed	52	49	40
Type of Dwelling Unit			
Single-family dwelling	67%	68%	72%
Multi-family dwelling	26	27	28
Other	6	5	—
Household Income			
Under 5,000	13%	17%	23%
$5,000-$9,999	16	20	25
$10,000-$14,999	16	18	22
$15,000-$24,999	27	27	22
$25,000 and over	28	18	8
Median Income	$16,553	$13,572	$10,512

Source: U.S. Bureau of the Census, Statistical Abstract of the United States (1973, 1978, 1981) Washington, D.C.